



The Meteorological Office

PRESS OFFICE

15 June 1998

IWP forecast looking good

"People in Northern Ireland and Turkey can now enjoy the best in weather programming" states Colin Cuthbert, sales manager, International Weather Productions (IWP). IWP, a business unit of The Met. Office, has recently won two new contracts from Ulster TV (UTV) and NTV Istanbul.

IWP provides sophisticated, informative and visually appealing on-air weather forecasts. Its tailored solutions include high quality graphic images, 3-D satellite sequences, advanced animation, and information and guidance from The Met. Office on putting forecasts together.

Alan Bremner, controller of programming at UTV, said: "Our viewers expect state of the art weather forecasts and IWP is able to guarantee this. Other great features include the fact that customer liaison and viewer feedback are actively encouraged, all contributing to the development of improved programmes."

The Met. Office is the UK's leading supplier of weather forecasts and consultancy services, and its work can be seen in over 170 countries worldwide. Amongst these is Turkey, where IWP now produces and delivers a complete weather programme to NTV Istanbul direct from Britain. NTV is provided with forecasts for Turkey which are more innovative and technically detailed than any available locally. These forecasts also give long range predictions for Turkey, Central Asia and Europe.

Colin Cuthbert said: "We are continuously expanding and customising our services to meet individual broadcaster's needs wherever they are in the world. IWP has a policy of continual development, therefore clients regularly benefit from improvements in our weather graphics software." Clients of IWP can be confident that they are receiving their service from a world leading supplier of weather information to the media.

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The Met.Office

Excelling *in weather services*

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